

Standards/Measurement Criteria

(Draft)**

Audio/Visual Technology

(formerly named Radio/Television Technology)

Electronic Journalism - Option A

CIP No. 10.0200

These state standards are designed to be delivered in a sequence of courses. *Standards 1-11 are to be taught as an introduction within the Audio/Visual Technology program.

****Please note: The following CTE program Standards/Measurement Criteria are tentative until assessments are established.**

***1.0 ANALYZE AND COMPARE VARIOUS AUDIO/VISUAL TECHNOLOGY CAREERS AND JOB DESCRIPTIONS**

- 1.1 Examine traditional, non-traditional and entrepreneurial occupational choices
- 1.2 Research audio/visual technology career opportunity information
- 1.3 Examine and apply personal aptitudes and interests to career exploration
- 1.4 Describe the responsibilities and differences in the position of producer and director
- 1.5 Describe the duties and interrelationships of editors for audio, video, film, special effects and animation
- 1.6 Discuss the roles and responsibilities of position such as lighting directors, cinematographers, videographers, sound engineers, stunt coordinators, special effects coordinators, production specialists and other crew members
- 1.7 Construct a plan to transition from school to a career in radio, audio, television or film
- 1.8 Investigate wages related to career choices based on education level, market and station/production house size

***2.0 PRACTICE A JOB SEARCH FOR THE AUDIO/VISUAL TECHNOLOGY PROFESSION**

- 2.1 Research employment opportunities
- 2.2 Review a job application online and in hard copy
- 2.3 Review an employment resume and cover letter
- 2.4 Practice interviewing skills
- 2.5 Demonstrate the use of technology in a job search
- 2.6 Discuss the value of networking throughout a career in audio/visual technology

***3.0 DEVELOP EMPLOYABILITY SKILLS FOR THE AUDIO/VISUAL INDUSTRY**

- 3.1 Identify factors contributing to job success
- 3.2 Discuss how social skills are helpful in obtaining and maintaining a job
- 3.3 Demonstrate work ethics
- 3.4 Practice the use of technology as related to occupations in radio, audio, television and film

***4.0 PRACTICE COMMUNICATION SKILLS FOR THE AUDIO/VISUAL TECHNOLOGY ENVIRONMENT**

- 4.1 Develop skills in verbal and nonverbal communication
- 4.2 Identify audio and visual approaches that connect with an audience
- 4.3 Explain how knowledge is used in dealing with projects covering a broad spectrum of events, regions or cultures when research may not be possible
- 4.4 Define commonly used radio, audio, television and film production terminology
- 4.5 Review guidelines for effective written communication (letters, reports, email)

***5.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS SkillsUSA**

- 5.1 Evaluate characteristics of an effective team player
- 5.2 Determine the roles and responsibilities that leaders and members bring to an organization
- 5.3 Evaluate characteristics of effective teams
- 5.4 Practice techniques to involve each member of the team
- 5.5 Demonstrate teamwork
- 5.6 Practice effective time and meeting management
- 5.7 Participate in career development events
- 5.8 Develop a personal and professional improvement plan and goals
- 5.9 Demonstrate business etiquette
- 5.10 Practice decision-making process

***6.0 DEMONSTRATE TECHNOLOGICAL LITERACY FOR THE AUDIO/VISUAL FIELD**

- 6.1 Examine the uses of technology in audio/visual technology
- 6.2 Explore new technological trends in audio/visual technology including IPTV, VOD, PSL, Podcasting, V-Cast, EVDO, HD, HDV and XDCAM
- 6.3 Demonstrate basic usage of computers including input, storage, archiving and output
- 6.4 Access information electronically via the Internet, CD-Rom and DVD, etc.
- 6.5 Use presentation and multimedia software to prepare a presentation

***7.0 APPLY PROBLEM SOLVING AND DECISION MAKING SKILLS TO AUDIO/VISUAL SITUATIONS**

- 7.1 Identify problem-solving processes
- 7.2 Describe methods of establishing priorities
- 7.3 Create a work schedule and plan to accomplish it
- 7.4 Explore relationships with vendors, clients and employees

***8.0 PRACTICE SAFE WORKING PROCEDURES FOR THE AUDIO/VISUAL TECHNOLOGY PROFESSION**

- 8.1 Identify potential hazards for a audio/visual work environment
- 8.2 Explain appropriate safety precautions around common job-site hazards
- 8.3 Explore components of a safe workplace and OSHA (Occupational Safety and Health Administration) requirements
- 8.4 Practice basic procedures for safe storage and upkeep of tools, equipment and media

***9.0 EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE AUDIO/VISUAL TECHNOLOGY PROFESSION**

- 9.1 Explore code of ethics for an audio/visual environment
- 9.2 Examine components of workplace rights and issues of discrimination
- 9.3 Identify importance of and steps for securing permission to use copyrighted materials
- 9.4 Examine first amendment requirements regarding the use of music and copyrighted materials

***10.0 EXPLORE THE IMPACT OF DIGITAL TECHNOLOGY ON THE AUDIO/VISUAL INDUSTRY**

- 10.1 Describe various production platforms such as high definition, DVC Pro and Digital Beta
- 10.2 Describe the significance of digital technology and high definition production and various equipment requirements related to pre-production, production, and post-production
- 10.3 Review Internet streaming, V-Cast/Podcasting, satellite TV/radio and radio/audio technologies

***11.0 APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN AUDIO/VISUAL TECHNOLOGY**

- 11.1 Perform mathematical calculations in the context of audio/visual problems
- 11.2 Recognize and use metric units of length, weight, volume and/or temperature
- 11.3 Use technology in the solution of math-related problems

12.0 DEVELOP AN INDIVIDUAL CAREER PLAN FOR THE AUDIO/VISUAL INDUSTRY

- 12.1 Investigate career options in radio, audio, television and film industries, including freelance and contract work
- 12.2 Investigate internship and apprenticeship opportunities
- 12.3 Develop career goals based on interests, aptitudes and research
- 12.4 Review/revise plan/goals on annual basis
- 12.5 Describe personal and workplace factors that contribute to job satisfaction and success

13.0 PREPARE FOR EMPLOYMENT IN AUDIO/VISUAL TECHNOLOGY

- 13.1 Explain steps in a job search
- 13.2 Develop a resume
- 13.3 Research hiring criteria for jobs in audio/visual industries
- 13.4 Research a company as a potential employer
- 13.5 Complete job application process
- 13.6 Apply researched company information for the purpose of preparing for the interview process
- 13.7 Demonstrate interviewing skills, including pre-interview preparation and post-interview follow-up

14.0 CREATE A PORTFOLIO TO DEMONSTRATE ABILITY

- 14.1 Research what prospective employers would need to determine skill attainment in audio/visual technology
- 14.2 Create demo utilizing the appropriate media including attention to content, structure, format and length
- 14.3 Provide sample of writing ability in portfolio
- 14.4 Provide instructor feedback/comments for selected writing and production elements of the portfolio

15.0 PARTICIPATE IN AUDIO/VISUAL TECHNOLOGY WORK-BASED LEARNING EXPERIENCES

- 15.1 Use technology appropriate for the job
- 15.2 Demonstrate positive work behaviors
- 15.3 Demonstrate positive interpersonal behaviors
- 15.4 Demonstrate safe and healthy work behaviors
- 15.5 Demonstrate ethical work behaviors required in an audio/visual environment
- 15.6 Demonstrate ability to take direction and contribute to a team environment
- 15.7 Participate in a variety of work-based experiences such as mentoring, job shadowing, internship, apprenticeship or paid work experience

16.0 DEMONSTRATE ORAL COMMUNICATION SKILLS REQUIRED IN A AUDIO/VISUAL WORKPLACE

- 16.1 Conduct formal/informal research to collect appropriate information for a presentation on an audio/visual technology topic
- 16.2 Use questioning techniques to obtain needed information from audience/client
- 16.3 Interpret oral and nonverbal communications of audience
- 16.4 Demonstrate active listening during communications
- 16.5 Demonstrate appropriate technologies for a formal presentation
- 16.6 Prepare and deliver presentations
- 16.7 Demonstrate effective telephone communication

17.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED IN A AUDIO/VISUAL WORKPLACE

- 17.1 Develop a concept for a presentation
- 17.2 Organize information and develop an outline for a presentation
- 17.3 Write business communications utilizing the appropriate format for the situation
- 17.4 Prepare a draft document using appropriate technology and established rules for grammar, spelling and sentence structure
- 17.5 Utilize multiple technologies and most appropriate software for written and presentation communications
- 17.6 Demonstrate effective and proper e-mail etiquette

18.0 EXPLORE THE AUDIO/VISUAL INDUSTRIES AND THEIR ROLE IN THE ECONOMY

- 18.1 Research the role and impact of electronic media on society and the economy
- 18.2 Compare/contrast electronic media such as radio, network/cable/satellite television, radio/audio, Internet, blogs and film)
- 18.3 Explain the development of a network, satellite, VOD, EVDO, DSL, HD and cable system and their impact
- 18.4 Analyze how radio and television stations interact with their local communities
- 18.5 List the factors, including personal traits, which contribute to the success of small radio/television stations and small production houses for animation, film and audio
- 18.6 List the factors, including personal traits, which contribute to the success of freelance and contract work in audio/visual industries
- 18.7 Explore how satellite usage affects the audio/visual industry

19.0 DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES OF THE AUDIO/VISUAL INDUSTRIES

- 19.1 Use terms and vocabulary of the industry appropriately and in context of business
- 19.2 Analyze how radio and television stations as well as production houses earn their income
- 19.3 Describe the steps of the production process
- 19.4 Develop a budget for a radio, audio, television and film production
- 19.5 Prepare a rate sheet for freelance or contract services
- 19.6 Describe the impact of quality business communications on the success of an organization
- 19.7 Identify management issues in customer and employee relations
- 19.8 Discuss the impact of sales and marketing within these industries' departments
- 19.9 Review the financial challenges of developing advertising

20.0 EVALUATE LEADERSHIP STYLES APPROPRIATE FOR THE WORKPLACE

- 20.1 Determine personal characteristics of effective leaders in various roles
- 20.2 Compare/contrast leadership and management styles
- 20.3 Identify the contribution and the team effort required to complete a production (i.e. writer, director, producer, editor, gaffers, grip, cinematographer, etc.)
- 20.4 Practice conflict management
- 20.5 Describe how cultural/ethnic differences affect production of specific projects or programs
- 20.6 Explore the impact of changing media on traditional business models

21.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS SkillsUSA

- 21.1 Determine the roles and responsibilities that leaders and members bring to an organization
- 21.2 Evaluate characteristics of effective teams
- 21.3 Evaluate characteristics of an effective team player
- 21.4 Practice techniques to involve each member of the team
- 21.5 Demonstrate teamwork
- 21.6 Practice effective meeting management
- 21.7 Demonstrate business etiquette
- 21.8 Practice decision-making process

22.0 EXHIBIT ETHICAL AND LEGAL RESPONSIBILITY FOR THE AUDIO/VISUAL INDUSTRY

- 22.1 Identify current ethical and legal issues in audio/visual technology professions
- 22.2 Research and identify published codes of ethics for various electronic media mediums
- 22.3 Explain the Bill of Rights as it pertains to audio/visual technology
- 22.4 Compare journalism and broadcasting in this country to that of other countries that do not have rights such as those provided by the First Amendment in the US
- 22.5 Differentiate among news and entertainment (ie. hard and soft)
- 22.6 Evaluate the responsibility for ethical influence of print, audio/visual media and performing arts and their impact on society
- 22.7 Practice responsible journalism in gathering, editing and reporting information accurately
- 22.8 Describe the procedure for obtaining information under the Freedom of Information Act
- 22.9 Research and demonstrate ability to use copyright laws in relation to seeking formal permission to use materials
- 22.10 Identify and use copyright laws related to the use of text; images; and recorded, Internet and oral materials
- 22.11 Describe issues related to libel and slander in the media
- 22.12 Discuss why it is important to pursue truth in ambiguous situations
- 22.13 Research and follow Federal Communications Commission (FCC) regulations
- 22.14 Discuss the Emergency Broadcast System

23.0 PRACTICE SAFETY APPLICABLE TO THE AUDIO/VISUAL INDUSTRY

- 23.1 Identify safety hazards associated with a production and broadcast
- 23.2 Identify safety hazards associated within an audio/visual facility
- 23.3 Explain the safe use and maintenance of broadcast equipment and tools
- 23.4 Demonstrate individual safe work habits and procedures common to the industry
- 23.5 Classify critical safety issues and practices identified by OSHA in relation to audio/visual technology

24.A OPERATE STUDIO EQUIPMENT

- 24.1a Setup and operate camera prompters
- 24.2a Identify audio/video sources
- 24.3a Check studio equipment for readiness
- 24.4a Identify the parts of a studio camera
- 24.5a Operate tripod, dolly and pan tilthead
- 24.6a Control camera lenses
- 24.7a Perform camera movements including tilt, pan, focus, zoom, dolly and truck)
- 24.8a Place microphones for maximum effect
- 24.9a Report equipment problems
- 24.10a Demonstrate how to troubleshoot audio/video system operations
- 24.11a Compose and shoot static shots (wide, medium, close, tight and extreme closeup)
- 24.12a Compose and shoot motion shots (pan, tilt, zoom, dolly, truck, pedestal, track and arc)

25.A OPERATE A STUDIO CONTROL ROOM

- 25.1a Identify control room components
- 25.2a Operate recording devices (i.e. VTR, media stream)
- 25.3a Operate audio monitors for control room and studio, audio source devices and an audio mixing console
- 25.4a Operate character generator and special effects generator
- 25.5a Operate monitors and master switcher
- 25.6a Setup and use chroma key
- 25.7a Demonstrate the techniques used for equalization
- 25.8a Exhibit knowledge of analog and digital for audio formats
- 25.9a Illustrate the techniques required for synchronization of audio with video and multiple soundtracks

26.A CONTROL SET LIGHTING

- 26.1a Describe basic lighting for studio and field productions
- 26.2a Describe various lighting instruments and their applications including spot, flood, softlight, background, ellipsoidal and scoops
- 26.3a Operate lighting board
- 26.4a Light for chroma key
- 26.5a Explain the function and effects of adjusting gain control
- 26.6a Test all equipment and adjust for desired effects

27.A SET UP AND OPERATE FIELD/LOCATION EQUIPMENT

- 27.1a Use location microphones
- 27.2a Differentiate between ENG field and studio camera operations
- 27.3a Use a field tripod/monopod
- 27.4a Operate broadcast cameras and recorders
- 27.5a Compose and shoot static shots (wide, medium, close, tight and extreme close-up)
- 27.6a Compose and shoot motion shots (pan, tilt, zoom, dolly, truck, pedestal, track and arc)

28.A EXHIBIT KNOWLEDGE OF BUSINESS ISSUES RELATED TO BROADCAST MEDIA

- 28.1a Develop a package of promotional materials for a production
- 28.2a Identify standard public service announcements
- 28.3a Discuss commercials and advertising tags
- 28.4a Discuss what would be included in a press kit

29.A PRODUCE AND EDIT DIGITAL BROADCAST MEDIA

- 29.1a Use industry-standard audio/video recording/editing software
- 29.2a Import/export audio/video files in industry-standard formats
- 29.3a Perform an audio/video digital edit
- 29.4a Perform audio mixing
- 29.5a Prepare digital video titles
- 29.6a Convert file formats
- 29.7a Archive and manage digital broadcast media
- 29.8a Prepare an edit log

30.A EXAMINE WRITING PROCESSES FOR BROADCAST MEDIA

- 30.1a Define and utilize commonly used broadcasting terminology
- 30.2a Identify major considerations for writing for broadcast media (i.e. clarity, brevity, precision, concision, etc.)
- 30.3a Examine various script formats (i.e. news, drama, etc.)
- 30.4a Define off-the-record information
- 30.5a Demonstrate methods for verification of information
- 30.6a Discuss content editing
- 30.7a Select graphics for stories

31.A WRITE/EDIT FOR BROADCAST MEDIA

- 31.1a Write lead-ins and teasers
- 31.2a Write several stories in an appropriate broadcast style, choose one to become a lead story and prioritize others
- 31.3a Write/edit a news story using a variety of sources
- 31.4a Write/edit a Public Service Announcement (PSA) from community resources
- 31.5a Write/edit a commercial
- 31.6a Write/edit an instructional video using a variety of sources
- 31.7a Write, edit, format and publish a news story for the Internet

32.A DEMONSTRATE THE ABILITY TO PROMOTE PRODUCTIONS

- 32.1a Develop a production promotion involving several activities such as cross promoting with other programs and features, contests, broadcasts from remote locations, public appearances, involvement in community activities and Internet activities

33.A PRODUCE AND DIRECT FOR BROADCAST

- 33.1a Develop a script
- 33.2a Create a storyboard
- 33.3a Utilize script and storyboard in production
- 33.4a Make a production schedule
- 33.5a Review costing and location needs
- 33.6a Review equipment and crew resources for production availability
- 33.7a Direct participants in the production of a program
- 33.8a Supervise narration recording
- 33.9a Determine newsworthiness of story
- 33.10a Place talent, set, lights and cameras for a production
- 33.11a Use camera placement and moves to create visual moods

34.A PERFORM FOR BROADCAST

- 34.1a Apply make-up
- 34.2a Identify wardrobe suitable for on-camera appearances for both genders
- 34.3a Utilize speaking skills for a variety of on-air performances (i.e., pitch, tone, emphasis, inflection, pacing, annunciation, pronunciation, relaxation and timing)
- 34.4a Apply appropriate on-camera performance skills for multiple broadcasts (speech, appearance, posture, gestures, etc.)
- 34.5a Read from camera prompter and cue cards
- 34.6a Report the news
- 34.7a Conduct an interview
- 34.8a Record narration
- 34.9a Demonstrate improvisational skills